Wheat First Butcher Singer
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December 2, 1996

B. Neidle
120/6

To: Recipients of the 3rd Quarter 1996 Maxwell Consumer Report

From: John C. Maxwell, Jr.

Re: Third Quarter Tobacco Quarterly Report

The Third Quarter Tobacco Quarterly that you should have received last week contains four errors:

- On the front page, the first headline states that Q3 shipments were up 21%, it should read that shipments were up 2.1%
- On Table 5, the 1995 Menthol Filter, Market Share number should have been stated as 25.3%, not 24.8%.
- Page 16, the Total Consumption and Production numbers should have been stated as 2.1 and 5.3 respectively.
- On page 21, the 1995 Total Consumption number should have been stated as 359.85 billion units versus 358.84.

We apologize for any inconveniences or problems that this may cause.

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Source: https://www.industrydocuments.ucsf.edu/docs/rqnm0004